

## Message Text

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PAGE 01 STATE 197784

ORIGIN ARA-14

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FM SECSTATE WASHDC

TO AMCONSUL RIO DE JANEIRO PRIORITY

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FOR AMBASSADO, TODMAN FROM PETER JOHNSON

E.O. 11652: N/A

TAGS:PFOR, XM, OVIP (TODMAN, TERENCE A.)

SUBJECT: CONGRESSIONAL AND MEDIA FOLLOW-UP TO YOUR TRIP

1. YOUR TRIP TO THE SOUTHERN CONE PROVIDES A UNIQUE OPPORTUNITY TO CLARIFY U.S. POLICY IN THE REGION TO THE AMERICAN PUBLIC AND CONGRESS. WE WOULD LIKE TO CAPITALIZE ON YOUR VISITS WITH SOUTHERN CONE LEADERS AND TRY TO ARRANGE A NUMBER OF SELECT MEDIA AND CONGRESSIONAL PLATFORMS FOR YOU. THESE FEW, BUT HIGH PROFILE FORUMS WOULD GO FAR TO ENLIGHTEN THE AMERICAN PUBLIC ABOUT OUR POLICIES IN THAT PART OF THE HEMISPHERE AND, PERHAPS MORE IMPORTANT, GIVE MOMENTUM TO PUBLIC PERCEPTION OF AN ACTIVIST US LATIN AMERICAN POLICY.

2. CONGRESS -- DUE TO THE RECESS, WE SUGGEST THAT YOU

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PAGE 02 STATE 197784

CONCENTRATE YOUR IMMEDIATE EFFORTS ON THE HILL TO KEY STAFFERS DEALING WITH LATIN AMERICAN AFFAIRS. WE WOULD LIKE TO PUT TOGETHER AN OFF-THE-RECORD PRESENTATION AND DISCUSSION SPONSORED BY THE LIBRARY OF CONGRESS LEGISLATIVE REFERENCE SERVICE (LRS). THE LRS WOULD BE HAPPY TO SPONSOR; THEIR SEMINAR IS DONE WITH A CERTAIN FLAIR; AND A WIDE CROSS SECTION OF STAFF WILL SURELY ATTEND.

SOME KEY APPOINTMENTS WITH MEMBERS OF THE HOUSE AND SENATE  
INTERNATIONAL RELATIONS COMMITTEES SHOULD BE MADE AFTER  
THE RECESS.

3. MEDIA -- YOUR TRIP RECEIVED GOOD COVERAGE IN THE  
DOMESTIC NEWSPAPERS, AND THIS EXPOSURE SHOULD NOW BE  
PROJECTED WITH TELEVISION APPEARANCES. AS YOU KNOW WE  
ARE ALREADY WORKING WITH THE "MACNEIL-LEHRER REPORT" TO  
DEVELOP A PROGRAM FOR YOU FOR AUGUST 24. WE ARE NOW  
TRYING TO ARRANGE A LIVE, 5-10 MINUTE APPEARANCE ON "CBS  
MORNING NEWS" ON THE TODAY SHOW.

THESE TWO FORMATS ARE DISTINCTLY DIFFERENT. MACNEIL-  
LEHRER WILL PROVIDE A SUBSTANTIVE, RELATIVELY IN-DEPTH  
DISCUSSION OF THE ISSUE TO A LARGE, INTERESTED AUDIENCE.  
CBS MORNING NEWS, ON THE OTHER HAND, WILL REACH A MUCH  
LARGER AUDIENCE, ONE THAT IS LESS INTERESTED OR KNOW-  
LEDGEABLE, BUT ONCE REACHED WILL RAISE THE ADMINISTRATION'S  
LATIN AMERICAN POLICY PROFILE CONSIDERABLLY. OBVIOUSLY,  
BOTH HAVE TO CLOSELY FOLLOW YOUR RETURN TO REMAIN TIMELY.

AN ON-THE-RECORD SESSION WITH THE WASHINGTON PRESS CORPS  
CAN BE SCHEDULED FOR FRIDAY, AUGUST 26 IN CONJUNCTION  
WITH THE REGULARLY SCHEDULED NOON BRIEFING. THIS WOULD  
PROVIDE BROAD NATIONAL COVERAGE OUT OF WASHINGTON FOR THE  
CONCLUSIONS YOU'VE DRAWN AS A RESULT OF YOUR RECENT  
TRAVEL. SUBSEQUENTLY, A SPECIAL SESSION MIGHT ALSO BE  
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PAGE 03 STATE 197784

ARRANGED ON BACKGROUND FOR NATIONALLY SYNDICATED COLUMNISTS  
OR NEWS MAGAZINE REPRESENTATIVES FROM TIME, U.S. NEWS AND  
WORLD REPORT, NEWSWEEK, ETC.

4. RECOMMENDATION:

A) WE RECOMMEND THAT YOU PARTICIPATE IN THE LRS SEMINAR  
BEFORE LABOR DAY AND THAT YOU AGREE TO MEET WITH KEY  
CONGRESSMEN AS THEY BECOME AVAILABLE AND YOUR SCHEDULE  
PERMITS.

B) WE RECOMMEND THAT YOU LET US SET UP AN ON-THE-RECORD  
BRIEFING FOR THE PRESS CORPS PREFERABLY AN AUGUST 26 WITH  
HODDING CARTER.

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## Message Attributes

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